DRAFT

Parking Policy

2023

CROYDON
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Contents

Policy Ambition

"The ambition of Croydon's new policy is for it to play its part in restoring pride in the borough and to support efforts for our town centre and high street recovery. In reaching this ambition, the Parking Service will operate in a way that is supportive, fair, transparent and efficient."

MAYOR'S BUSINESS PLAN

CROYDON PARKING POLICY

Customer focused in everything we do
Provide safe, accessible parking for all users
Efficiently manage the parking service
Be transparent in how we approach parking

FAIR

- We will aim to provide parking that will benefit businesses and all our users

- We will robustly enforce blue badge fraud

- We will provide targeted enforcement in non-compliant areas

SUPPORTIVE

- We will provide free limited stay parking in our town and district centres

- We will continue to consider the needs of businesses and our community when implementing parking schemes

EFFICIENT

- We will manage the parking service effectively, putting the customer at the forefront of everything we do

- We will introduce virtual permits and technologies to aid our customers

TRANSPARENT

- We will communicate openly with our customers

- We will undertake a fair assessment of footway parking across the borough

- We will continue to be transparent when setting parking tariffs

Introduction

Parking management matters. It matters to Croydon and it matters to its residents, businesses and partners.

Residents across the borough need - and rightfully expect - sensible, safe and fair access to their homes, whether they are drivers or users of other forms of transport. Businesses seek vibrant town centres and high streets which people can easily access to support the local economy.

Croydon is serious about sustainable forms of transport, reducing emissions and improving air quality, but this policy is not seeking to be anti-car. The way the council manages its parking and balances the competing uses of its limited roadside space is vitally important to the vibrancy and vitality of Croydon's town centres and high streets; creating an accessible and safe space.

Everyone living, working or visiting the London Borough of Croydon is affected to some degree by parking. The successful and safe movement of people and goods is critical to the vitality of the borough and to the wellbeing of residents, as well as existing and prospective businesses and visitors.

The roadside is everywhere and the way it is used can help – or hinder – all of the council's desired outcomes (set out in the Executive Mayor's Business Plan).
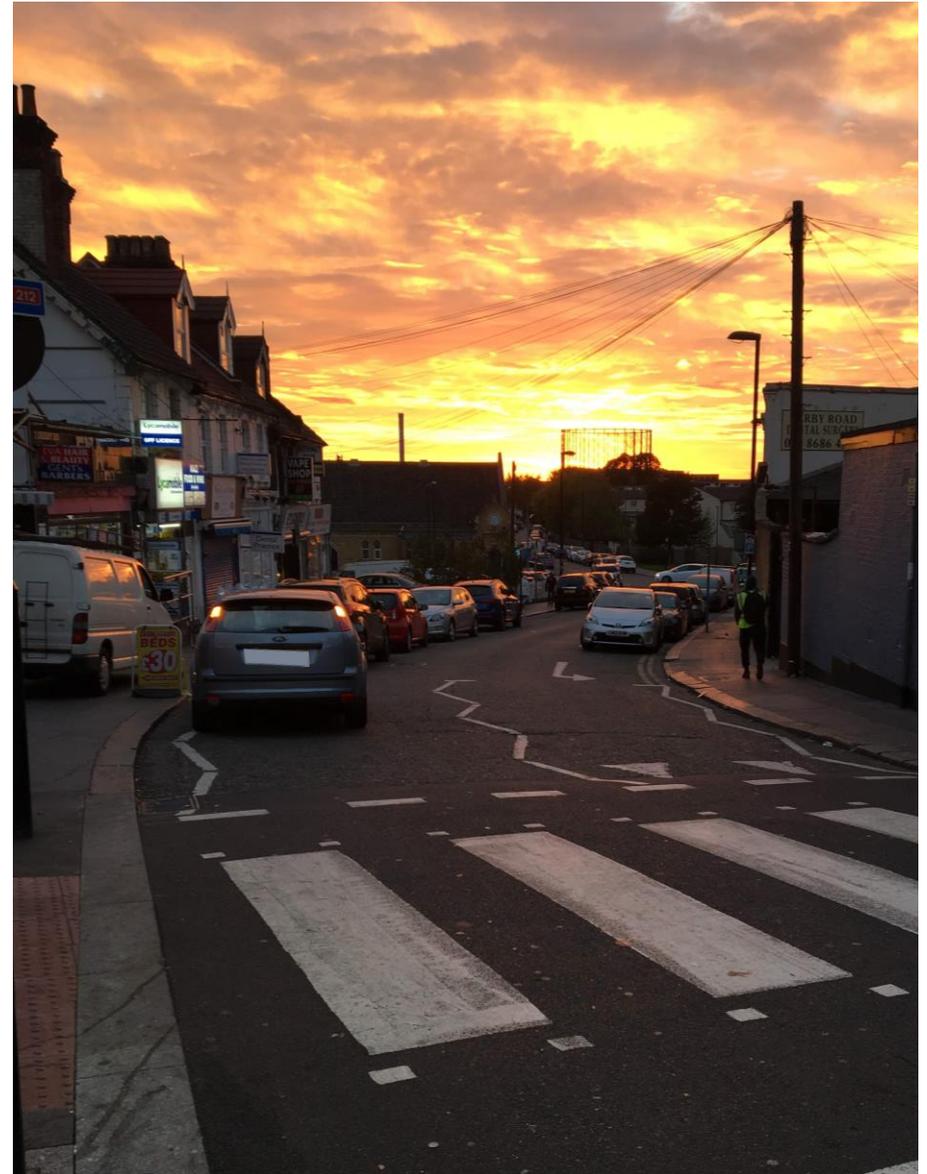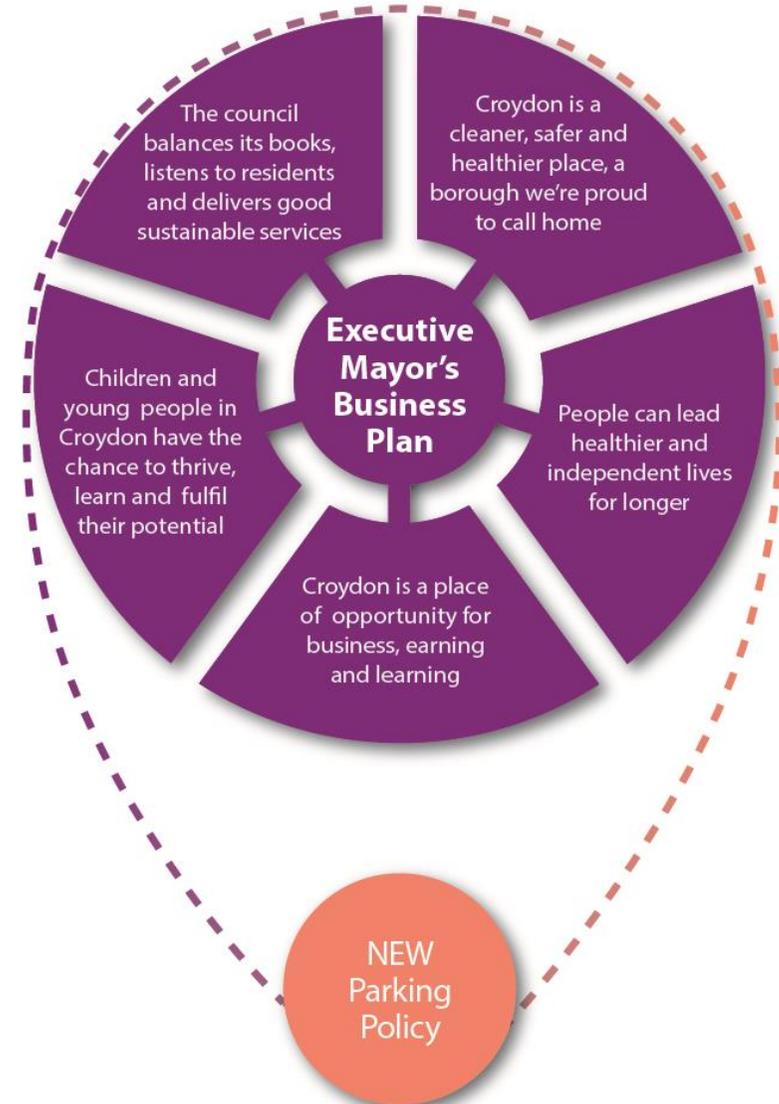
Objectives

The scope of this Parking Policy is necessarily broad, in part reflecting the complex and challenging linkages between parking and transport, environmental, economic, health and planning issues.

Although the policy areas in this document are focused on what a parking service can deliver within its limited remit, it has been written with an awareness of and an intention to complement other strategic policies such as the emerging Air Quality Action Plan. Particular attention has been given to the Executive Mayor's Business Plan.

The Executive Mayor's Business Plan sets out to transform the council into *"one that delivers sound and sustainable local government services, and in so doing will transform our borough into one that Croydonians can once again be proud to call home."*

The Business Plan sets out five priorities:

The council balances its books, listens to residents and delivers good sustainable services

Croydon is a cleaner, safer and healthier place, a borough we're proud to call home

Executive Mayor's Business Plan

Children and young people in Croydon have the chance to thrive, learn and fulfil their potential

People can lead healthier and independent lives for longer

Croydon is a place of opportunity for business, earning and learning

NEW Parking Policy

Priorities

This policy will guide the council's parking management activities and Parking Service operations in a way that builds on and improves existing arrangements and addresses the longer term challenges.

The council seeks to position Croydon as a borough of opportunity for business, earning and learning and a place that people are proud to call home.

Demand for roadside space often exceeds available capacity, so a sound understanding of users and what benefits Croydon the most, helps to prioritise the allocation of this finite space.

Local needs and characteristics will mean that it may be necessary to flex and vary what is prioritised in different areas.

For example, in town centres and high street retail areas, the parking needs of visitors to businesses would be prioritised to help ensure the ongoing vitality of the local economy in those areas. Whereas in residential areas it would be the parking needs of residents that would be prioritised.

In playing its part to deliver the Executive Mayor's Business Plan, the policy drivers of this Parking Policy are for the council's Parking Service to be:

✓ Fair

✓ Supportive

✓ Transparent

✓ Efficient

These four policy drivers are linked to the five specific parking policies and each policy highlights which of these policy drivers they relate most strongly to.

Policy One – Supporting Our Local Economy

In the borough there is a growing population and a finite amount of available roadside space, which has a variety of competing uses. Where the roadside is used for car parking, it is important that the value of this space is properly understood and considered in light of any potential alternative uses for that space and the council's ambitions around **supporting** the rejuvenation of our town centres and high streets.

The council is proud to be able to offer limited stay free parking within our town centre locations, it is vital we use all our available resource to encourage our community to visit our local businesses and support our local economy. Limited stay parking ensures a regular turnover of spaces and we will continue to develop schemes that are easy to use for customers and will provide economic support to our local businesses.

Sensitive consideration will be given when setting our parking charges to balance the needs of the user against the demand for roadside parking spaces. Parking charges should not prohibit those who wish to visit our borough, but they should also act as a deterrent to inconsiderate parking activities.

Where parking tariffs apply – whether that be for permits or short stay parking – drivers benefit from simple, **transparent**, and easy to understand tariff structures. Discounted parking tariffs for electric vehicles has limited to no impact on the overall move towards electric vehicle take up in Croydon, so consideration will be given to the appropriateness - and extent - of any ongoing discounts going forward.

Policy Two – Appropriate Parking Management

With a growing population and finite roadside space available for parking, it is appropriate that the council develops a programme for reviewing and assessing parking controls.

The full range of parking management approaches are available to Croydon and it is fully accepted that what is appropriate in one area may not be appropriate in another.

Schemes to **support** our communities could include:

- **Permit parking schemes**
- **Free and paid for time limited parking**
- **Yellow line restrictions – to deter commuter parking**
- **Junction protection for safety**

Listening and engaging with our residents and business will ensure the council can ascertain and prioritise areas for review which would benefit from the protection and priority for residents and partners that an efficient parking control scheme could afford.

Any new parking schemes will include ensuring designs and projects deliver sufficient future and shared mobility provision across the borough, which would include electric vehicle charging and suitable space for 'car clubs'. Any parking controls introduced will be enforced transparently, robustly and fairly to help stop and prevent inappropriate, illegal and anti-social parking.

Through a variety of planning mechanisms, conditions and legal agreements, the council may require developers to contribute towards prevention of local parking pressure in existing streets.

Policy Three – Supporting our Disabled Residents

Blue Badges are issued to people with genuine need to have prioritised parking based on specific criteria around their disability. The council rightly gives a degree of **support** and priority to Blue Badge holders when designing its parking schemes, its Healthy Neighbourhoods and even in its setting of parking charges.

The council will review disabled parking provision across the borough to ensure it meets the needs of our disabled residents now and into the future. In reviewing this, the council will also update related exemptions, permitting and limitations on its streets and in its car parks, ensuring restrictions and permit products are **fair** and help **support** the council's overall ambitions for accessibility and vibrancy of its town centres and high streets.

To protect the integrity of the Blue Badge scheme, the council will robustly investigate and enforce against those people found to be defrauding the scheme. A typical example of Blue Badge fraud would be a driver who is not disabled using someone else's Blue Badge (whether it be a friend, relative, or stolen) to park for free or in locations restricted to Blue Badge holders only. This is unacceptable and takes away much needed parking space from those that need it most. London Councils estimated that the fraudulent misuse of Blue Badges could be costing local government (Transport for London and the boroughs) £5,000 - £10,000 a year per badge.

Footway parking may be necessary in certain locations but where not considered properly, it can significantly impact on the health and wellbeing of disabled and less mobile residents, as well as those choosing to walk. In association with the council's work protecting its disabled residents, reviews and possible reprovisioning of existing footway parking exemptions and suspensions will be considered.

Policy Four - Efficient Service Management

The Parking Service will be customer focused and the council will embrace and utilise industry best practice and new technologies to drive forward improvements and **efficiencies** in its parking operations, to provide a fit for purpose service that **works for all users.**

The Parking Service will collaborate with and **support** other departments and partners both internal and external to the council to identify and introduce increasingly **efficient** practices while delivering an improved customer experience.

Technology is readily available to help modernise the Parking Service.

- Virtual Permits to replace the traditional paper permits.

- Cashless parking phone apps are already used throughout the borough and are far more **efficient**, than physical pay and display machines.

- We will deal with all enquiries in a timely manner ensuring these are dealt with **fairly, efficiently** and **transparently**.

Efficiencies in service management will be balanced by the ongoing commitment to provide services that residents and businesses can access and use. The service will also need to ensure it positively contributes towards delivering the Executive Mayor's five key priorities .

Such use of technology would eliminate issues that may arise with delayed postage of permits, doctoring of permits etc. and provide an improved customer experience throughout the permit application process and when utilising the council's parking provision.

Policy Five - Intelligence-led Enforcement

Our enforcement efforts will be "intelligence led", striking a balance between achieving an acceptable standard of compliance and being robust and responsive to local problems and concerns.

Our enforcement actions will be carried out in a way that is proactive, **transparent** and supported by good communications. We will be consistent and **fair** but also sensitive to local businesses across the different areas of the borough. Priority will be given to enforcing locations and at times of day where compliance with restrictions is low. The enforcement will be proactive to target illegally parked vehicles and aim to boost levels of compliance across the borough.

Various sources of data are available to help our Civil Enforcement Officers (CEOs) to be pro-active and target locations with compliance issues at the time the issues are prevalent, which could mean certain days of the week or even particular times of day. Where available intelligence improves over time, the Parking Service will evolve its operations and update its approach, continually reviewing and targeting illegal parking to boost compliance.

The Parking Service will be collaborative with other council departments and external organisations. Where known issues may exist with – for example – a motor garage parking customer vehicles on street, the Parking Service would collaborate with and **support** partners such as Police and the relevant licensing teams within the council to address the behaviours even where parking enforcement is not technically possible.

Delivering the Policy

Adopt – Implement - Review

Once formally **adopted**, this new Parking Policy will be owned and championed by the entire council but responsibility for **implementing** individual actions and delivery can and will be assigned to relevant service managers within the council as necessary. On a day to day basis, the mechanisms for delivering the policy will include the actions of the council's Civil Enforcement Officers when on-street, the approach taken by its design engineers, and advice provided by senior managers.

This policy is forward looking. However, it is reasonable given the pace of change that this policy may need to be updated as the actions and policies it delivers are updated.

Any updates will be considered mindful of the overall council ambitions around working productively with its residents and ensuring the vitality of its town centres and high streets.

It is also appropriate that periodically, the policy is **reviewed** and assessed to determine how much progress is being made towards achieving its overall objectives and in delivering the proposed actions set out in the Action Plan.
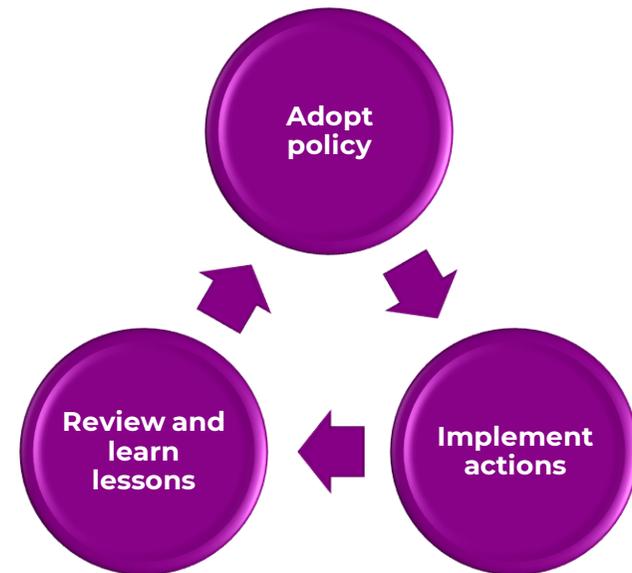
Action Plan

Summary of Proposed Actions to be Developed...

Action Plan Items	Related Policy/ Policies	Links to Policy Drivers
Borough-wide Review of Disabled Bay Parking Provision	• Appropriate Parking Management • Supporting our Disabled Residents	• Efficient • Supportive • Fair
Blue Badge fraud initiative	• Supporting our Disabled Residents • Intelligence-led Enforcement	• Supportive • Transparent
Review existing footway parking provision across the borough	• Supporting our Disabled Residents	• Fair • Transparent
Review of pay & display machine provision across the borough	• Increasingly Efficient Service Management	• Efficient • Supportive
Review of free short stay parking provision	• Valuing the Roadside • Increasingly Efficient Service Management	• Supportive • Fair
Update and simplification of parking fees and charges	• Valuing the Roadside • Increasingly Efficient Service Management	• Fair • Transparent
Rollout of virtual parking permits	• Increasingly Efficient Service Management	• Supportive • Efficient

Summary of Proposed Actions to be Developed...

Action Plan Items	Related Policy/ Policies	Links to Policy Drivers
Develop a programme of appropriate parking and traffic management schemes	• Appropriate Parking Management	• Efficient • Supportive
Review existing and identify potential future controlled parking zones.	• Appropriate Parking Management	• Efficient • Supportive • Fair
Review of parking enforcement operations	• Intelligence-led Enforcement	• Transparent • Efficient
Review of operational hours of on-street controls	• Appropriate Parking Management	• Fair • Supportive
Update Electric Vehicle Charging Strategy	• Appropriate Parking Management • Increasingly efficient service management	• Efficient
Develop a Car Club Policy	• Appropriate Parking Management • Increasingly efficient service management	• Supportive • Fair
Develop a Loading/ Servicing Policy	• Appropriate Parking Management • Increasingly efficient service management	• Transparent